

Jan. 10, 2013

FOR IMMEDIATE RELEASE

Contact: Jeff Van Kleeck,
805-756-1571; jvanklee@calpoly.edu

University Art Gallery to Exhibit Works by Acclaimed Graphic Designer Jay Vigon

SAN LUIS OBISPO – “Swimming Upstream,” featuring graphic designs, illustrations and photography by renowned artist Jay Vigon, will be on exhibit at Cal Poly’s University Art Gallery from Friday, Jan. 18, through Saturday, Feb. 16.

The public is invited to a lecture by Vigon and a reception at 5 p.m. Jan. 18 at the gallery, located in the Dexter Building, Room 171.

The collection explores Vigon’s academic foundation and the artistic challenges of “swimming upstream” to remain uncompromisingly unique and in-demand on a global scale for more than three decades. Loosely divided into three segments – Then, Now, and Next – the gallery installation will highlight the concepts and interplay of techniques by hand and by technology to achieve and maintain a world-class roster of clients and commissions.

Vigon is a graduate of The Art Center College of Design in Southern California. He is known for bold logo designs, music packaging and fashion advertising. He has created broadcast graphics for television commercials for such companies as including AT&T, Diet Coke and Toyota.

The exhibit is free and open to the public Tuesday through Saturday, 11 a.m. to 4 p.m. For more information, contact Jeff Van Kleeck, University Art Gallery coordinator, at 805-756-1571 or jvanklee@calpoly.edu or go online to www.artgallery.calpoly.edu.

###

